AMENDMENTS TO THE CLAIMS

1. **(Currently Amended)** A <u>computerized</u> system for creating a consumer's "true" consumption profile, comprising:

- <u>computer implemented</u> means for initially establishing a consumer's self-perceived consumption behavior profile;

- <u>computer implemented</u> means for monitoring said consumer's behavior to create an actual behavior derived consumption profile;

- <u>computer implemented</u> means for comparing said consumer's self-perceived consumption behavior profile with the consumer's actual behavior derived consumption profile, to identify consistencies and inconsistencies;

- <u>computer implemented</u> means for creating a consumer's "true" consumption behavior profile based on the consumer's self-perceived consumption behavior profile and the consumer's actual behavior derived consumption profile <u>and a consumer's reaction when presented with said consistencies and inconsistencies</u>;

- <u>computer implemented</u> means for attributing a weighting to the consistencies and inconsistencies existing between the consumer's self-perceived consumption behavior profile with the consumer's actual behavior derived consumption profile; and

- <u>computer implemented</u> means for entering said consumer's reaction to said consistencies and inconsistencies.

2. **(Cancelled)**

3. **(Previously presented)** A system according to claim 1, wherein said means for comparing said initial consumer profile with the tracked behavior of said consumer further includes means for logging consistencies and inconsistencies between said initial go-forward consumer profile and the tracked behavior of said consumer in a reaction log.

4. **(Original)** A system according to claim 3, wherein said "true" consumption profile is created based on said reaction log.

5. **(Original)** A system according to claim 1, wherein the means for comparing are sporadically activated.

6. **(Original)** A system according to claim 1, wherein the means for comparing are activated at predetermined times.

7. **(Original)** A system according to claim 1, wherein the means for comparing are continuously activated.

8. **(Original)** A system according to claim 3, wherein said "true" consumption profile is continuously updated, and is used by said means for comparing after the establishment of the initial profile.

9. **(Original)** A system according to claim 1, wherein said means for establishing an initial consumer's self-perceived consumption profile includes a questionnaire to be answered by said consumer.

10. **(Original)** A system according to claim 1, wherein said means for tracking said consumer's actual consumption pattern behavior include means for tracking inquiries and purchases.

11. **(Original)** A system according to claim 10, wherein said means for tracking said consumer's behavior further include means for tracking simulations.

12. **(Original)** A system according to claim 1, wherein said "true" consumption profile is used to establish an accurate consumer servicing approach by a vendor-user of said system.

13. **(Original)** A system according to claim 9, wherein said questionnaire is an industry-specific questionnaire.

14. **(Original)** A system according to claim 1, wherein said initial consumer profile is created with pre-existing historical data.

15. **(Original)** A system according to claim 3, wherein said "true" consumption profile is modified or not depending on said consumer reaction.

16. **(Original)** A system according to claim 1, wherein said true consumer profile is used to suggest products or services to said consumer.

17. **(Previously presented)** A system according to claim 1, wherein said weighting is an industry accepted weighting.

18 to 24. **(Cancelled)**

25. **(Original)** A system according to claim 1, wherein said initial consumer profile is created with the use of industry specific profiling tools.